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25 YEAR RE-REVIEW

CENTRAL INTELLIGENCE GROUP

C.I.G. DIRECTIVE NO.

STUDY OF SAMPLING TECHNIQUES AS APPLIED TO INTELLIGENCE

Memorandum by the Director of Central Intelligence

1. During the course of many years civilian and governmental agencies have developed a technique known as "sampling" sometimes called public opinion polls. The use of this technique may prove extremely valuable to Intelligence agencies.

2. In order to determine the value and practicability of the sampling technique, the Central Intelligence Group will conduct a study of the method as it might be applied to Intelligence collection and production.

3. The study will consider but not be limited to the following:

- a. Is the technique reliable in the opinion field?
- b. Is the technique reliable in the factual field?
- c. What proportion of all surveys using this technique can be conducted by overt methods?
- d. What agency or agencies should review subjects of surveys before their execution?
- e. Should proposed surveys be allocated by a central agency?
- f. Should a civilian consultant be employed by a central agency for the assistance of all agencies?
- g. What agency or agencies should conduct surveys by clandestine methods?
- h. What provisions exist in the departments concerned for the retention or acquisition of skilled personnel or equipment? What further provision should be made?

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1. What procedure is required for the orderly coordination of surveys between departments from inception to conclusion?

2. What budgetary provisions are required for interdepartmental transfer of funds to accomplish surveys?

4. The Central Planning Staff, C.I.G., will conduct the study. It will be authorized to call for personnel indicated in paragraph 5 below for consultation and to give such oral or written reports as may be required for the purposes of this study.

5. Each member of the Intelligence Advisory Board is requested to designate a representative to arrange details with the Support Branch, Central Planning Staff, including the designation of personnel authorized to give information for the purposes of this study. The designation of appropriate contact personnel in other Federal agencies will be arranged for as necessary.

6. Central Planning Staff will submit its findings, conclusions, and recommendations to the Director of Central Intelligence, who will then submit appropriate recommendations to the National Intelligence Authority, after concurrence or comment by the Intelligence Advisory Board.

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